

Seacliff Improvement Association



Join us for our 1st Quarter Membership Meeting:

Meet Zach at The Med



Tuesday, March 12th, 2013 - 7 pm

The Seacliff Improvement Association is hosting a get-to-know-your-supervisor gathering at The Mediterranean, 265 Center Street.

Zach Friend, newly elected Second District Supervisor for Santa Cruz County will introduce his staff and share the latest Seacliff, Aptos and County-wide news on issues important to our community.

(Must be 21 to attend)

Soft Drinks and Pizza will be provided.

Parking is limited so get your carpool together and mark your calendar *now*.

We will see you there!



This edition of the Seacliff Improvement Association newsletter has been mailed to over 1,100 Seacliff Residents!

The Association works for you:

- Publishing informative quarterly newsletters
- Hosting membership meetings about important Seacliff issues
- Sending email alerts informing you about local government developments that impact Seacliff
- Improving our Seacliff neighborhood that ultimately helps increase your property values and makes Seacliff a great place to live

See the last page of the newsletter for our membership application.

Membership is open to all Seacliff residents.

We hope you enjoy this publication and consider joining today!

Walk or Run... It's Time for Fun

Deb Murray



The association will participate again in the HUMAN RACE on Saturday, May 11, 2013. This is our **ONLY** fundraising event of the year. Mark your calendar now!

Our fundraising goal in 2013 is \$2,700. The money will be used for our activities and events including improving and maintaining our many Seacliff gardens. Money raised from last year's walk paid for repair of the Seacliff sign, native plants and landscaping in the mini park, and gravel along the fence at Seacliff State Beach. You can join the fun and participate in the race/walk collecting pledges for yourself, or you can simply pledge for another SIA team member. I plan to walk along with my family and we welcome any pledges collected on our behalf.

The nearly five-mile run/walk will take place along West Cliff Drive in Santa Cruz. This race is a fun opportunity for our Seacliff community to come together to support our good works. Friendly dogs on leashes are also welcome! In its 33rd year, the Human Race Walkathon & Fun Run is a nationwide fundraising event for non-profits. It provides an opportunity for the community to join together for a common purpose --- sustaining vital local services and programs.

Race Day Schedule

- 🚶 7-7:40am Registration
- 🚶 7:40am-10:30am Continental Breakfast
- 🚶 8am-11am Runners Start First
- 🚶 8am-12:30pm Walkers Start
- 🚶 10:45am-12:45pm BBQ lunch, entertainment and information booths.

An optional costume contest will be held after the race/walk, near the BBQ pit!

Remember, our target is \$2,700 or more! It's simple....if each of us donates \$10 or more, we will reach our goal. To participate in the Human Race or to donate money to pledge, please send me an e-mail. Any amount big or small works for us. We welcome cash and checks made to:

The Human Race: Pledge for the Seacliff Improvement Association #516
Send to: Seacliff Improvement Association P.O. Box 533 Aptos, CA 95001-0533

To ensure that our organization is credited with your pledge, remember to include our organization's name and the number SIA #516 so that we receive the credit. Feel free contact me with your questions. You can reach me at 465-4526 or by email at dmurray@cruzio.com. Thank you for your support!

Time to get CERT-ified!

Be prepared to help your family and neighbors in the event of a disaster through the Community Emergency Response Teams (CERT) Program in Seacliff.

We need an additional *45 individuals* to support our community by becoming CERT qualified. Training covers basic skills that are important to know when emergency services are unavailable. Program material includes earthquakes, fires, floods, hazardous incidents and other general life-threatening situations.

Now is the time to prepare and get ready! If you are interested in finding out more about the training or have questions please contact Mary Edmund at: 475-2633 or email: medmund4@gmail.com

Rancho Del Mar Update

Zach Friend, Second District Supervisor, County of Santa Cruz

One of the most frequent questions I receive is about the status of the Safeway project. Many in the Seacliff area have expressed concern about the size and scope of the project and what it will mean for local businesses or traffic. Some, however, have reached out in support of upgrades to the complex but everyone seems to agree that local businesses should be protected.

It is important to note that no formal application has been submitted to the County. This means that there is no actual project to review and we don't yet know what the proposed size or design will be. In addition, the role of the Board of Supervisors is smaller in this project than it would be in a new development project. Given that it is an existing use (even if much larger in size) the Board does not have the ability to prevent the project from occurring barring some extreme circumstances.

Meeting regularly with local businesses in the center, Safeway representatives and the Small Business Development Council at Cabrillo College that is acting as a liaison between the two parties, I have emphasized the need to preserve the mix of local businesses, provide a traffic plan that doesn't adversely impact an already impacted traffic area and environmental improvements to the complex.



Rancho Del Mar Center Facing North

While it is early on I believe a few things are likely. First, the project will probably happen in some form and it is important for Seacliff residents to actively participate in meetings with Safeway and proactively reach out to the local land use company, Hamilton Swift, to express what you expect to see in the project. Second, I believe the project can be shaped. I think it is fair to expect reasonable local business protections, improved traffic flow, improved environmental impacts,

better ADA accessibility, community design input and more. This should be a community-based project and not simply a project for, of and by Safeway.

If you have any thoughts, concerns or suggestions about this, please feel free to stop by my office hours in Rancho Del Mar at the Sheriff's Service Center every Wednesday between 9 -10 am or give me a call at 454-2200. Your input is important to me. You can also speak directly with Hamilton Swift by calling 459-9992 ext. 102. Ask for Deidre Hamilton or email deidre@hamiltonswift.com

Streetscape Hiccups for Seacliff

Will Roblin

Progress in the effort to bury overhead utilities in the village stalled last October when AT&T crews were just two weeks from breaking ground. Work is now focused on locating new utility termination points in the public right-of-way near Coates and Seacliff Drives. Once these are set, it could be a short step to rebid the undergrounding construction contract so ground breaking can begin. Any surveyors you may see are probably a sign of progress.

Completion of the undergrounding should open the gate for the long-awaited streetscape project. This beautification and infrastructure improvement project begins at the railroad crossing on State Park Drive and continues through the downtown blocks of Seacliff Village. Last year the association encouraged dialogue between the county and State Parks for the entry into Seacliff State Beach when major differences were discovered in their respective plans. Both State Parks and the County landscape architects are now working together on final traffic and parking options to allow the streetscape plan to move forward.

Thanks to the Franks

Rebecca Downing



Frank, Frank and their dog, Coal

Sometimes, all it takes is one person who cares and a family to support them. When Frank Horst, a 17 year old Seacliff resident, grew tired of picking up trash in the mini park, his father, also Frank, purchased and cabled trash cans AND their lids to the benches. Now, at least once a week and more often in the summer months, they visit the mini park to collect trash from the ground and refresh the cans with new bags.

Frank, the younger, loves to write poetry and shared the following one with me as he described how important it is to care for the beautiful coast and all it inspires in us:

The IV Generation

One World One Love One Life

One Opportunity

Live to Give and Forgive

Peace is what we'll Release

On this ride

In a Fantasy of Infinite

We have the Opportunity

To make our own Reality



Everyone I speak with who passes through the mini park picks up trash. Now, thanks to Frank and Frank, we have a place to put it!

Park Planners Respond

Kate Minott, Santa Cruz County Parks Commissioner

Late last Fall, several dozen Seacliff residents met with representatives from both the County Department of Public Works, Parks Division and SSA Landscape Architects to offer local suggestions and improvements to the proposed two-phase design for the McGregor Neighborhood Park Master Plan. SSA Landscape Architects created the park's conceptual design from the range of ideas Seacliff residents had shared with park planners during three neighborhood park-visioning workshops held several years earlier.

Many, if not all, of the park improvements suggested by Seacliff neighbors to Betsey Lynberg, Assistant Public Works Director and to Bob Olson, County Parks Planner, have been incorporated into the park's updated Master Plan.

Plans to build the park have been on the drawing board since 2007, when the county purchased the 1.25-acre site from South County Housing Corporation, the nonprofit developer who has nearly completed building the Canterbury Park housing project adjacent to the park.

The most significant improvement emphasizes pedestrian safety by building a new park-side sidewalk that will connect the corner of Searidge Drive to the Canterbury Drive and McGregor Road intersection. When built, the now vacant 1.25-acre lot located at the corner of Searidge Road and McGregor Drive will be Seacliff's first neighborhood playground park. And, if the Development Permit Phase proceeds without any anticipated issues, there could be a ribbon cutting for the new park in 2014.

Senseless Acts of Beauty to Begin in March

Our Senseless Acts of Beauty in Seacliff program kicked-off last year. Our goal is to foster a "tidier" Seacliff Village and its immediate surroundings. We endeavor to keep our downtown free from trash and unkempt foliage, thereby improving the esthetic beauty of our village. One of the big accomplishments last year involved cleaning up the "Triangle" located at the corner of State Park Drive and Center Avenue. This year we will meet on Saturdays, from 9-10am, every 4-6 weeks and all are welcome. An email invitation is sent out 2 weeks in advance of a cleanup to all association members. Our next cleanup is coming up so please join us. Let's work together to improve our village!

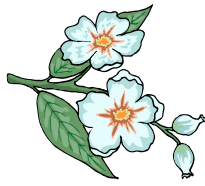
B-r-r-r-eautification Time

Niki Derby

After this cold winter some of us have some plants to replace - just in time to start sprucing up your front yard for annual Beautification Awards!

Committee members will start their canvassing to find noteworthy residences beginning in mid-May. It is always a tough choice as there are so many homes that are absolutely beautiful.

Twice during the warmer months, our committee scours all of Seacliff then votes for four homes that exemplify the beauty of the area in which we live. The first set of awards is given out around the first of June and the second set in the first part of August. So, get those green thumbs busy and maybe you'll receive a \$25 gift certificate to Hidden Gardens Nursery and a "beautification sign" in your front yard.



Start Primping Your Pup!

The Seacliff State Beach Upper Parking Lot will once again be our venue for our 3rd Annual Seacliff Pooch Parade.

Mark your calendar now for June 15th!

Trophies will be awarded for:

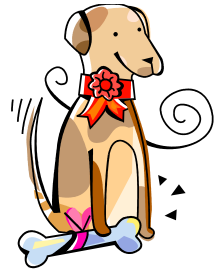
Top Dog Best in Show

Top Dog Junior Division

Best Dressed

Best Performance

And More...



Get your Fido in great form and check out our next newsletter for more details and the entry form.

Getting a Jump on the Weeds

Rebecca Downing

"The more the merrier" was definitely the case at our recent Mini Park gardening party. We were able to clip, hoe, weed, prune and rake this favorite Seacliff spot into shape in just 2 hours thanks to our fabulous volunteers. Many thanks to Frank Baudino, Mona Daniels, Aidan Downing, Adele Eberhardt, Coni Hendry, Mary and Steve Gibbs, Johanna Lighthill, and Lila Steiner for all their help on a beautiful, sunny morning, Did you miss it? No worries, we plan to do it all again soon!



Seacliff Improvement Association

Treasurer's report for 2012

January 1, 2012 thru December 31, 2012

Beginning cash balance (1/1/2012)	\$20,229.74
INCOME:	
Donations	450.00
Membership	5,694.99
Human Race - Net	2,000.15
Other Income(Dog Parade)	186.67
TOTAL INCOME	8,331.81
Expenses:	
Web Host and Domain	107.40
Newsletter Publishing	1,700.26
Postage	166.50
Mini-Park Maintenance	266.38
Park Strip Maintenance	382.12
Insurance Expense	569.00
Annual Dinner (Net)	516.73
Beautification Awards	200.00
Other Expenses	626.54
Total expenses	4,534.93
Ending cash balance	\$24,026.62

Welcome New Members!

Tom and Kathleen Janettas
David and Linda Matthews
Erik Nielsen and Robert Bicoff
Eileen O'Connor

*We thank all 315 members
for your continued support!*

Visit: <http://www.seacliffimprovement.org/>

Write to us at: info@seacliffimprovement.org



Seacliff Improvement Association 2013 Board of Directors and Committee Chairs

Board of Directors	
President	Rebecca Downing
Vice President	Stacy Patyk
Secretary	Will Roblin
Treasurer	Bill Eaton
Directors	Deb Murray Debbie Doss Ramona Daniels

Committee Chairs	
Beautification Awards	Niki Derby
CERT	Mary Edmund
Fundraising	Deb Murray
Land Use	Bill Eaton
Membership	Steve Gibbs
Mini Park Garden	Mona Daniels
Newsletter/Website	Rebecca Downing
Park Development	Kate Minott
Pooch Parade	Stacy Patyk
Seacliff Village Plan	Will Roblin

Handy Local Reference Page

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide: • Location • Color • Make and model • License plate number • How long it has been since it was last moved, if known	Santa Cruz County Sheriff	http://www.scsheriff.com/Home/AbandonedVehicle.aspx 454-3139
• Car Blocking the street • Parking in a no parking zone • Non-injury accidents	California Highway Patrol	796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	http://www.scanimalshelter.org/complaint_process
Code Compliance	Santa Cruz County Planning Department	http://www.sccoalition.com/PlanningHome/CodeCompliance.aspx
Graffiti	Graffiti Hotline	427-0462
Seacliff Community Contacts		
Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jeff Terpstra	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Paul Ramos	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

Seacliff Improvement Association
PO Box 533
Aptos, CA 95001-0533

Seacliff Improvement Association

Membership Application/Renewal
Annual Dues are \$20.00 (January—December)



Name(s): _____

Seacliff Address: _____ State: _____ Zip: _____

Mailing Address if different: _____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for SIA alerts & notification): _____

Please send my Quarterly Newsletter by E-mail: (check here)

The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes. If this policy does not provide sufficient privacy, please check one of the two choices following:

Consult me before giving out my address or phone number to any SIA member

or

Do not give out my address or phone number to any SIA member

Please sign me up to volunteer for:

Annual Fundraiser

Maintaining Gardens

Community Emergency Response Team

Beautification Committee

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Please include your check and mail to: Seacliff Improvement Association, P.O. Box 533, Aptos, CA 95001